

## DAFTAR PUSTAKA

- Aaker, J, L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356.
- Adongo, C., Anuga, S., Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, 15, 57–64.
- Ajzen. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes* 50, 179-211.
- Assael, H. (1984). *Consumer Behavior and Marketing Action*. Belmont. Wadsworth. CA.
- Berli, A, J., Martín, H, S. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.
- \_\_\_\_\_, Meneses, G.D., Gil, S, M. (2007). Self-congruity and destination choice. *Annals of Tourism Research*, 34(3), 571–587.
- Bigne, J, E., Sanchez, M, I., Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607-616.
- Brakus, J,J., Schmitt, B, H., Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty?. *Journal of Marketing*, Vol. 73, No. 3, 52-68.
- Chandralal, L., Valenzuela, F, R. (2013). Exploring memorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, 1(2), 177–181.
- Chen, C, F., Chen, F, S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritagec tourists. *Tourism Management*, 31(1), 29–35.
- \_\_\_\_\_, Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269–278.
- \_\_\_\_\_, Tsai, D, C. (2007). How destination image and evaluative factors affect behavioral intentions. *Tourism Management*, 28(4), 1115–1122.

- Chen, H., Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 153-163.
- Chi, C, G. (2011). Destination loyalty formation and travelers' demographic characteristics: A multiple group analysis approach. *Journal of Hospitality and Tourism Research*, 35(2), 191–212.
- Chi, C., Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29, 624–636.
- Crompton, J, L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 17(4), 18-23.
- Ferdinand, A. (2002). *Structural Equation Modelling dalam Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro
- Fournier, S. (1998). Consumers and their brands: developing relationship theory in Consumer Research. *Journal of Consumer Research*, Vol. 24, No. 4, 343-73.
- Gartner, W, C. (1993). Image formation process. *Journal of Travel & Tourism Marketing*, 2(2/3), 191e215.
- Ghozali, Imam. 2009. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro, Vol.100-125.
- \_\_\_\_\_. 2011. *Aplikasi Analisis Multivariat Dengan Program SPSS*. Semarang : Badan Penerbit Universitas Diponegoro
- \_\_\_\_\_. 2013. *Aplikasi Analisis Multivariat dengan Program IBM SPSS*. Edisi 7. Semarang: Penerbit Universitas Diponegoro.
- Goh, H., Litvin, S. (2000). Destination preference and self-congruity. *Paper presented at the annual conference of Travel and Tourism Research Association*.
- Gomez-Jacinto, L., Martin-Garcia, J, S., Bertiche-Haud'Huyze, C. (1999). A model of tourism experience and attitude change. *Annals of Tourism Research*, 26(4), 1024–1027.
- Govers, R., Go, F, M., Kumar, K. (2007). Promoting tourism destination image. *Journal of Travel Research*, 46(1), 15–23.

- Graeff, T, R. (1996). Image congruence effects on product evaluations: The role of self-monitoring and public/private consumption. *Psychology and Marketing*, 13(5), 481–499.
- Hair, J, F., Black, W, C., Babin, B, J., Anderson, R, E. 2010. *Multivariate Data Analyssis*, (Sevent Edition). *Upper Saddle River*, New Jersey, Person Prentice Hall.
- Han, H., Moon, H., Kim, W. (2019). The influence of international tourists' self-image congruity with a shopping place on their shopping experiences. *Journal of Hospitality and Tourism Management*.
- Helgeson, J, G., Supphellen, M. (2004). A conceptual and measurement comparison of selfcongruity and brand personality: The impact of socially desirable responding. *International Journal of Market Research*, 46(2), 205–233.
- Hosany, S. (2010). The Effects of Self-Image Congruence, Tourists' Experiences and Satisfaction on Behavioral Intention. *Travel and Tourism Research Association: Advancing Tourism Research Globally*.
- \_\_\_\_\_, Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, 65, 685–691.
- Hung, K., Petrick, J. 2012. Testing the effects of congruity, travel constraints, and self-efficacy on travel intentions: An alternative decision-making model. *Tourism Management*, 33, 855–867.
- Kerstetter, D., Cho, M. (2004). Tourists' information search behavior: The role of prior knowledge and perceived credibility. *Annals of Tourism Research*, 31(4), 961–985.
- Kim, J, H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing*, 27(8), 780–796.
- \_\_\_\_\_. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Managemet*, 2014(44), 34–45.
- \_\_\_\_\_. (2017). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*.
- Kim, J, H., Ritchie, J, R, B., McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25.

- Kim, M., Brijesh, T. (2017). The influence of self-congruity, perceived value, and satisfaction on destination loyalty: a case study of the Korean DMZ. *Journal of Heritage Tourism*.
- Kim, W., Kristin, M. (2016). Effects of self-congruity and destination image on destination loyalty: the role of cultural differences. *An International Journal of Tourism and Hospitality Research*.
- Kressmann, F., Sirgy, M.J., Herrmann, A., Huber, F., Huber, S., Lee, D, J. (2006). Direct and indirect effects of self-image congruence on brandloyalty. *Journal of BusinessResearch*, 59(9), 955–964.
- Lee, D., Hyman, M, R. (2008). Hedonic/functional congruity between stores and private label brands. *The Journal of Marketing Theory and Practice*, 16(3), 219–232.
- Lehto, X, Y., O'Leary, J, T., Morrison, A, M. (2004). The effect of prior experience on vacation behavior. *Annals of Tourism Research*, 31(4), 801–818.
- Litvin, S, W., Goh, H, K. (2002). Self-image congruity: A valid tourism theory?. *Tourism Management*, 23(1), 81–83.
- Liu, C, R., Lin, W, R., Wang, Y, C. (2012). Relationship between self-congruity and destination loyalty: Differences between first-time and repeat visitors. *Journal of Destination Marketing & Management*, 118–123.
- \_\_\_\_\_, Wei, R, L., Yao, C, W. (2012). From Destination Image to Destination Loyalty: Evidence From Recreation Farms in Taiwan. *Journal of China Tourism Research*.
- Lu, L., Chi, C, G., Liu, Y. (2015). Authenticity, involvement, and image: Evaluating tourist experiences at historic districts. *Tourism Management*, 50, 85–96.
- Mason, M, C., Nassivera, F. (2013). A conceptualization of the relationships between quality, satisfaction, behavioral intention, and awareness of a festival. *Journal of HospitalityMarketing & Management*, 22(2), 162–182.
- Murphy, L., Benckendorff, P., Moscardo, G. (2007). Linking travel motivation, tourist selfimage and destination brand personality. *Journal of Travel and TourismMarketing*, 22(2), 45–59.
- Nazir. 1988. *Metode Penelitian*. Jakarta : Ghalia Indonesia.

- Neal, J., Sirgy, M., Uysal, M. (1999). The role of satisfaction with leisure travel/tourism services and experiences in satisfaction with leisure life and overall life. *Journal of Business Research*, 44(3), 153–163.
- Oh, H., Fiore, A. M., Jeong, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46, 119–132.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York: McGraw-Hill.
- \_\_\_\_\_. (1999). Whence consumer loyalty?. *Journal of Marketing*, 63(Special issue), 33–44.
- Oxenfeldt, A. R. (1974). Developing a Favorable Price-Quality Image. *Journal of Retailing*, Vol. 50, Iss. 4, pp. 8-14.
- Ozdemir, B., Aksu, A., Ehtiyar, R., Cizel, B., Cizel, R.B., Icigen, E.T. 2012. Relationships among tourist profile, satisfaction and destination loyalty: Examining empirical evidences in Antalya region of Turkey. *Journal of Hospitality Marketing & Management*, 21, 506–540.
- Pechlaner, H., Pichler, S., Herntrei, M. 2012. From mobility space towards experience space: implications for the competitiveness of destinations, *Tourism Review*, Vol. 67, No. 2, 34-44.
- Pike, S., Ryan, C. 2004. Destination positioning analysis through a comparison of cognitive, affective, and cognitive perceptions. *Journal of Travel Research*, 42(4), 333–342.
- Qu, Hailin., Lisa, H. K., Holly, H. I. 2011. A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32:56-78.
- Sirdesmukh, D., Singh, J., Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15–37.
- Sirgy, M. J. 1985. Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*, 13, 195–206.
- \_\_\_\_\_. 2018. Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28:2, 197-207.
- \_\_\_\_\_., Lee, D. J., Johar, J. S., Tidwell, J. (2008). Effect of self-congruity with sponsorship on brand loyalty. *Journal of Business Research*, 61(10), 1091–1097.

- \_\_\_\_\_, Su, C. 2000. Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, 38(4), 340–352.
- Stepchenkova, S., Mills, J, E. 2010. “Destination image: a meta-analysis of 2000-2007 research”. *Journal of Hospitality Marketing and Management*, Vol. 19, No. 6, 575-609.
- Sugiyono. (2009). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung : Alfabeta.
- Suliyanto. 2005. *Metode Riset Bisnis*. Yogyakarta : Andi.
- Sun, A., Chi, C.G., Xu, H. 2013. Developing destination loyalty: the case of Hainan Island, China. *Annals of Tourism Research*, Vol. 43, No. 1, 547-577.
- Tasci, A, D, A., Gartner, W, C. (2007). Destination image and its functional relationships. *Journal of Travel Research*, 45(4), 413–425.
- Tellis, G, J. (1988). Advertising exposure, loyalty, and brand purchase: A two stage model of choice. *Journal of Marketing Research*, 25(2), 134–144.
- Tung, V, W, S., Ritchie, J, R. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367–1386.
- Usakli, A., Baloglu, S. (2011). Brand personality of tourist destinations: An application of self-congruity theory. *Tourism Management*, 32, 114–127.
- Walmsley, D, Y., Young, M. (1998). Evaluative images and tourism: the use of personal constructs to describe the structure of destination images. *Journal of Travel Research*, 36, 65e69.
- Woodside, A, G., Caldwell, M., Albers-Miller, N, D. (2004). Broadening the study of tourism: Introduction to the special issue on the consumer psychology of travel/ tourism behavior. *Journal of Travel & Tourism Marketing*, 17(1), 1–6.
- Wu, C, W. 2015. Destination loyalty modeling of the global tourism. *Journal of Business Research*.
- Yoon, Y, S., Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56.
- Zhang, H., Wu, Y., Buhalis, D. (2017). A model of perceived image, memorable tourism experiences and revisit Intention. *Journal of Destination Marketing & Management*.

<https://semarang.solopos.com/read/20190206/515/969816/ini-dia-10-destinasi-wisata-terlaris-di-jateng>). Diakses pada tanggal 10 Januari 2020, 18.30.

<https://id.wikipedia.org/wiki/Borobudur>. Diakses pada tanggal 15 Mei 2020, 15.00.

